

Contacts

VOL. 1, NO. 5, NOVEMBER 1965 — PUBLISHED MONTHLY FOR AND BY EMPLOYEES OF EATON'S WESTERN DIVISION



A GRAND TOTAL OF \$224,500.00 WAS DONATED TO THE UNITED WAY BY EATON'S. Members of the Employee Charitable Fund presented a \$50,000 cheque for 1965 from reserve funds, an \$85,000 pledge for 1966, additional donations of \$4,500, and the Company corporate gift of \$85,000. Pictured from left to right: Peter Dyck, W. L. Palk, campaign chairman of United Way, Barney Christeanson, T. M. Miller, V. T. Fotheringham, Gerry Smith and Alex Robertson, president of the United Way of Greater Winnipeg.

United Way President Thanks Eaton Employees for Generosity

To The Employees - T. Eaton Company Limited

On behalf of the thousands of people who benefit from United Way services in Greater Winnipeg, we wish to thank the employees of the T. Eaton Company for their generous donation of \$139,500.00 to the 1965 United Way Campaign.

This tremendous effort is one which should bring a real sense of pride to each and every one associated with the company. We must not lose sight of the fact, however, that this staggering amount of \$139,500. was made up of individual contributions - 5,000 employees giving the "one gift that works many wonders" - people helping people. We wish we might say to each of you -

"Thank you, John, for finding a home for a neglected baby."

"Thank you, Margaret, for helping to mend a failing heart."

"Thank you, Chris, for bringing together a broken family."

"Thank you, Jean, for helping a crippled child to walk."

"Thank you, Bill, for saving a life with Red Cross blood."

We cannot thank you individually and so we say sincerely "thank you everyone for giving together - the United Way - to help us to do those things we all want to do but cannot do alone.

Alex Robertson, President
United Way of Greater Winnipeg

DIVISION BRIEFED ON INCREASED BENEFITS

"Within this industry, or any other, I know of no other firm which offers such a complete benefit program," stated Jack Smith at a meeting of Western Store Personnel Representatives in Winnipeg, October 29.

The official of Confederation Life Association which has been appointed underwriter for the Medical-Surgical Insurance Plan and the Sickness Income Plan, said that the plans are "second to none in Canada."

Members at the meeting were told that the improved benefits are the result of many months of study by committees appointed by the Corporate Personnel Of-

fice. Increased financial support by the Company will total over \$1,000,000 per year when it assumes 40% of employee premium costs.

A full day was devoted by the Divisional group reviewing the entire benefit program in order to institute and complete enrolment by November 12. The plans become effective January 1, 1966.

Booklets written for members of the staff were discussed in detail with particular attention being paid to potential areas of misunderstanding. Questions arose about the combined benefits of the pension plan and the actual rates of the medical-surgical insurance.

Vic Fotheringham, Staff Relations Manager, explained that, basically, the pension changes will result in all members of the Eaton Retirement Annuity Plan contributing less than the present 5% of earnings but receiving a significant improvement in their total retirement income from E.R.A.P., the Canada Pension Plan and the Old Age Security Benefit.

He outlined the comparative medical-surgical costs:

	Present	Eaton	Staff	Co.
	Rates	Rates	Premium	Share
	M.M.S.			
Single	3.70	3.50	2.10	1.40
Married	9.25	9.25	5.55	3.70

Mr. Fotheringham suggested that employees who require further clarification of the benefit program should speak to their superiors. The Staff Relations Department in Winnipeg and Personnel Departments in the Western Stores will then supply management with the needed information.



Fringe benefit plans are explained to Divisional Personnel Representatives. Left to Right: Lorraine Pruden, Audrey Neal, Betty Greenwood, Garth Arnason, Dora Perry, Doreen McClure, Bert Somerville, G. W. Rodway, Lillian Love, Dauphin, Blanche Benson, Brandon, Nap Ruzesky, Port Arthur, Peter Nygard and G. A. Saunders, Regina.

BOARD OF DIRECTORS APPOINTMENTS ANNOUNCED

Mr. John David Eaton, President of The T. Eaton Co. Limited, announced the retirement from active management for health reasons of Mr. J. Ross Jenkins as Executive Vice-President and Chief Executive Officer of The T. Eaton Co. Limited. He will continue as a member of the Board of Directors of The T. Eaton Co. Limited and its subsidiaries.

He is succeeded by Mr. David Kinnear, presently Vice-President Divisional Operations, as Executive Vice-President and Chief Executive Officer. Reporting to Mr. Kinnear will be the General Managers of the Pacific, Western, Central and Eastern Divisions.

Mr. William Park, at present Vice-President of Finance Administration, is appointed Senior Vice-President. Reporting to Mr. Park will be the Company Managers of Merchandising, Sales, Operating and Personnel.

Mr. G. D. deS. Wotherspoon, in addition to retaining his position as Director and Secretary-Treasurer, is appointed Vice-President of Finance/Administration services. Reporting to Mr. Wotherspoon will be the Company Managers of Research and Development, Control, Legal Counsel, Finance, Investment, Auditor, and The T. Eaton Life Assurance Company.

Mr. Wotherspoon, a partner in the law firm of Osler, Hoskin and Harcourt since 1939, joined Eaton's early this year as a Director and Secretary-Treasurer succeeding Mr. Park.

EATON CHARTER FLIGHT SOARS IN MAY

An Air Canada Jet Aircraft will carry Eatonians to London, May 23, 1966, for four weeks of excitement in Europe, returning to Winnipeg June 20.

Beginning December 1, space will be reserved for the first 133 people who register with the Staff Relations Department. Present and retired employees, spouse, dependent children and parents of the staff living in the same household, are eligible for the trip if accompanied by the employee.

Cost per person for the round flight is approximately \$270.00. Children under 2 years of age may travel free of charge and full fare will be required for those over 2 years.

Full fare of \$270.00 may be paid with the application or by installments of \$50.00 by December 15, \$100.00 by January 15 and \$120.00 by March 1.

Employees with regular holiday periods under four weeks, may arrange extra time without pay with their Department Management.

Reservations or further information can be obtained from the Staff Relations Office, Winnipeg.

Recent Appointments

WINNIPEG STORE

J. H. Gruter, Data Centre Mgr., W169
E. C. O'Brien, Workrooms Mgr., W148
J. A. McKinley, Workrms. Acct., W148

WESTERN DIVISION CATALOGUE

R. Eby, Store Manager, Dawson Creek, B.C.
Mrs. F. Hummel, Clerk In Charge, Port Alberni, B.C.

MEET THE EXECUTIVES

THE PAPER WORLD OF F. L. NASON

Lew Nason belongs to that special breed who have learned to swim in the turbulent waters of financial controls.

He makes things happen — for you.

As Divisional Controller, he oversees payment of your wages (although he is not responsible for the amount), calculation and payment of your employee discount allowance and cashing of your cheques.

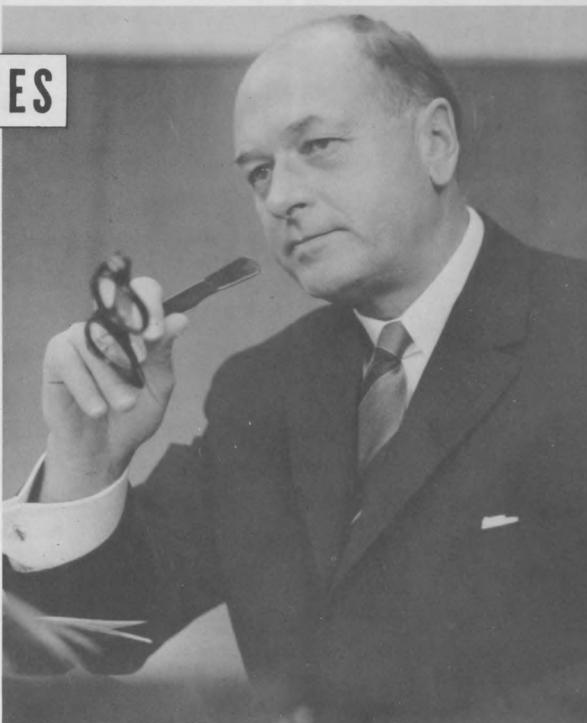
His paper world of statistical data includes efficient control of customer accounts, taxes, legal matters, audit, accounting, budgets, insurance and payments to suppliers — all on a Divisional basis.

Drawing on considerable experience and a Manitoba Degree of Chartered Accountancy, Mr. Nason provides departments with figures which encourage skilful planning and develop an awareness of results and trends.

He came to Winnipeg in April 1965, from Toronto, where he was Divisional Controller for the General Buying and Merchandising Division. Prior to that, Mr. Nason acted as Divisional Accountant and Budget Manager in Montreal.

Aside from keeping errors out of business and protecting assets, this soft-spoken executive with sunny smile, participates in outdoor activities.

Mr. Nason and his wife golf regularly and enjoy working in the garden. He plans to dust off the squash racquet when the cold prairie winter arrives. When asked what Winnipeg offers in comparison to Toronto and Montreal, the Controller stated that he particularly appreciates the "convenience to sporting and recreational activities."



Magistrate Rice Cautions: "State the Facts"

"From where I sit, the line of criminals gets longer and younger," stated Winnipeg Court Magistrate Isaac Rice, in an exclusive interview for Contacts.

Over a plate of hot spaghetti, the intense, quick-witted official discussed crime in department stores. He outlined the procedures staff should follow when giving evidence in court.

Magistrate Rice has been strongly criticized for his biting comments about welfare and his seemingly harsh sentences in court. When people claim he is too tough, he retorts, "Society is too soft."

"These parasites of the community need discipline and the community needs protection from them," he said.

Every precaution is taken before a charge is laid against anyone. For this reason, very few department store cases of shoplifting, forgery or fraud are contested in court. When a person pleads not guilty, witnesses must then appear in court and give factual evidence. "Otherwise, we cannot have justice under any circumstances," he said.

BENEFIT TO THE ACCUSED

The courts are here to see that justice is done according to legal principles.

Where a reasonable doubt exists, the benefit of that doubt must resolve in favor of the accused.

A judicial officer reaches a verdict after carefully hearing all the evidence and arguments presented by the Crown and the Defence (if any). When giving evidence, Magistrate Rice stated that judicial officers are only concerned with facts — what the witness saw, what the accused said or what was said in the presence of the accused. Such evidence should not be in any way colored, exaggerated or understated.

"Everyone who testifies is a little nervous at first," he said, "but after a few questions are asked the witness overcomes his nervousness."

He cautioned that witnesses should not attempt to answer any questions for which they have no factual reply. In such a predicament, they should say honestly, "I don't know," or "I don't remember." At no time should they guess at an answer.

"Unless you are an expert, you are not allowed to express any opinions," he said. This practice should also be followed when reporting to policemen or to Eaton security officers.

ALOOF CITIZENS WAKEN

Magistrate Rice invites Eaton employees to visit the courtroom any time for a fascinating experience. "The doors of every court that follows the English law must be open to the public and the press."

He concluded that citizens must wake up to their responsibilities in assisting enforcement of the law. As an added feature, he suggested that if any good citizen wishes to discover for himself how most of those who appear before him live, they should tour the slums and beverage rooms of the area commonly known as the "drag".

CONTACTS

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THEFT



Mr. X hovered over the polaroid cameras. He asked basic questions, quickly chose the top model and rattled off an account number — there was no card.

Following procedure, the clerk called for authorization and at the same time related his suspicions — the sale had been clinched too easily for a large purchase and Mr. X appeared to be in a stupor, as if on drugs.

His hunch was well grounded. There was no such account number.

While the accounts office summoned security, the salesman completed the bill for \$190, obtained the signature of Mr. X and delayed wrapping the parcel.

Security then moved in having proof of purchase and salesman Ron Watchorn was rewarded for his alert assistance in stopping fraudulent use of customer accounts.

CARDS VALUABLE AND VULNERABLE

"Most salespeople have the ability to spot shady situations," said Sid Hall, Security Manager. "They meet people all day and can sense when something is wrong. We count on them to put this ability to use by reporting their suspicions."

"Account cards are both valuable and vulnerable," Mr. Hall continued. "Customers are privileged to use their cards as cash in any Eaton store across Canada. Many firms also accept our cards as good

identification." He stressed that it is up to us to help customers value their cards and treat them with care.

Culprits take advantage of carelessness, he said. They purchase items on misplaced cards. They copy the name, address and number from bills and parcels. They overspend in departments where clerks fail to obtain authorization.

The Security Manager suggested that a first step in limiting carelessness and teaching customers to value their cards is to assume that they always carry their cards. Ask, "May I please have your card?" not, "Do you have your card with you?" Always make a point of returning the card with, "Here is your card."

If a card is left on the counter in error, the accounts office should be notified immediately and the card placed in a cash drawer. All cards should be returned to the accounts office at the end of each day.

STOP FLAGGED ACCOUNTS

Mr. Hall mentioned that salespeople will continue to receive a current list of "flagged" account numbers which should not be used for purchase. Whenever a listed number is presented in the department, the clerk should delay the customer and call the accounts office. A reward will be given to each person who detects a flagged account.

TAKE PRECAUTIONS

"Salespeople should know and follow the account authorization rules," Mr. Hall said. He stressed that the accounts office should be called for taken parcels over \$25, for delivered parcels over \$100, for all purchases made on pink account cards and for values over \$25 placed on out-of-town accounts.

"Above all, salespeople should give account customers top service coupled with friendliness and courtesy," the Security Manager concluded. "By being cautious and careful the shady character will be easily detected."

The Security Department will clarify all questions the staff may have about any area of crime. They ask you to make your questions known to management, the Contacts editor or to the communications meeting chairman. Explanations will appear in Contacts.



Call Security



Roblin Mail Order Office before gutted by fire.

Fire Destroys Order Office

New Location Opens Next Day

The flames from a fire which completely destroyed the Roblin Mail Order Office were scarcely snuffed out when Eaton employees started the wheels spinning for continued business.

Flames gutted the building for five hours the morning of November 3rd — and the town buzzed for the next twelve.

Catalogue District Sales Supervisors, A. W. Harrison and P. J. Nygard immediately rented new office space and handled all the arrangements for occupancy. Ann McFadyen, Mrs. M. Dellabough and Mrs. E. Ferguson, diligently scrubbed the salvaged sales counters, charred with soot. They searched through crisp burnt sales books for untouched forms.

John Wytrykush, Yorkton Store Manager, sent display merchandise and supplies. Roblin tradesmen pitched in to cart goods and connect telephone lines. Radio and television stations in Dauphin and Yorkton advertised that Eaton's would be open for business the next morning.

When the new mail order office opened at 9 a.m. helpful customers phoned to reorder and calls continued throughout the day. A bright sign was all that remained with the burned out building, announcing a new location for regular Eaton service.

IT'S A MAD, MAD WORLD

by Deanna Waters

At the hint of dawn each working day great trucks crowd the pinched New York streets and boxes border the pavement. As though everyone and everything in the area were hooked to the same switch — the garment district springs to life.

Scores of handcarts, hundreds of men and thousands of crates begin to move. The air is full of shouts, clattering racks and blaring horns. Tense merchants exchange ideas as they skirt the streets — hands emphasizing each word in typical big city fashion. Elevators tote weary buyers up 50 stories to wholesale showrooms vested with tempting merchandise ready for market. So the daily cycle goes on.

Inside, a bevy of expert pattern makers, cutters, fitters, designers and salesmen hustle for the business of Eaton's and other retailers. Their merchandise, their surroundings, their attitudes are all geared to selling a particular line to a particular market.

SHOWROOMS MATCH GOODS

Door trims, reception areas, lighting and wall treatments all reflect the merchandise within. Each house carefully complements the goods it is selling.

Budget lines are displayed on peg boards in plainly painted rooms. "Puritan Forever Young" appeals to the sprightly fashion mood with separate showrooms for each line — junior, missy, junior petite. David Morris enhances his evening dresses with elegant decor and exquisite models.

High fashion garments hang on undercrowded racks in every showroom from budget to exclusive.

"One house copies another," said Miss Rita from Cay Artley's budget dresses. She explained that by adapting proven styles to chosen fabrics, more appealing prices can be offered. Staff designers are expensive, so buyers who want original designs must pay and so must the customer.

When a favorite style has been found, a house will often show it in many materials and colors. The Joe Fligelman sports-wear representative demonstrated this trend with a line of high sellers which differed only slightly in trim, pleat or shade.

CONSTRUCTION PRECISE

Each house is concerned with style, fabric and fit.

Designers may work closely with manufacturers to select the best fabrics for each style. A pattern is drawn, sewn on muslin and placed on a mannequin or live model.

Once the pattern is perfected, sample garments are con-

Backstage at David Morris, preliminary patterns are cut, sewn and inspected.



Boxes and trucks crowd pinched New York streets.

structed in the chosen fabrics and examined again for flaws. Production can then begin.

Many houses have their own factories to produce the goods and others contract it out. Many, like Anne Fogarty and Adele Simpson, insist on screening every factory garment before releasing them for distribution.

The garment industry is fast and complicated. The people know their market. They know how to advertise and display. They know how to give the public what it wants and when.

It's a mad, mad world — spun by experts.

Plans Revealed for \$260 Million Project in Downtown Toronto

Eaton's expansion program progressed with the announcement of a proposed \$260 million redevelopment project in downtown Toronto, with long-range objectives similar to the imaginative project in downtown Montreal.

The two massive and ambitious projects reaffirm the Company's faith in downtown renewal and in establishing main stores in the best locations.

John David Eaton, President of the Company, recently outlined the plan of the 20-acre centre that could rival New York's Rockefeller Centre. The proposed centre would be bounded by Queen, Bay, Dundas and Yonge streets and would include a 60 storey tower — tallest in the Commonwealth.

Two 40 storey towers will house a hotel, apartments, offices and 1,300,000 square feet of department store space. Two 2-storey arcades will stretch for three blocks.

In his statement to the press, Mr. Eaton described the project as a "co-ordinated downtown revitalization", and emphasized that only the general outlines of the plan have been decided.



Gifts sparkle with excitement when care and imagination are taken with the wrapping.



The Nicest Gifts are Wrapped Well

Charlotte Wellard, from the Stationery and Christmas Decorations Department, maintains that "a gift worth giving is worth wrapping well."

Parcels wrapped with beauty and thought add a touch of suspense and excitement to Christmas. Mrs. Wellard has given many demonstrations to women's clubs and stresses each time that, "the outside of a package should create interest for what is inside."

Anyone preparing for gala wrapping should first have a handy supply of the following: scotch tape — both single and double sided, patterned and plain paper, several colors of self-sticking ribbon, and cute ornaments and candy for trims.

Free booklets on gift wrapping magic are distributed in the Christmas Wrap Section. For that special touch, add your own imagination and fun.

HOLIDAY SEAS...

**A LITTLE THOUGHT
THE WAY FO...**



Two Christmas gift ideas: Perky Poodle and Cosmetic Tissue Holder.

CHEESE: THE MAN WHO STOLE THE MARKET

The joy of cheese is in the tasting — and for over 40 years westerners have discovered this joy through Charlie Trick, specialist.

Year round and especially during the holiday season, Mr. Trick advises a large Winnipeg following how to fill handsome trays with cheese and crisp crackers.

He now reveals his lifetime of experience and knowledge to all staff who are curious about this "perfect food."

CURDS AND WHEY

No one knows just how or when cheese was discovered. The ancient Greeks esteemed it so highly that they believed it to be a gift of the gods. Legend has it that it was discovered quite by accident when an Arab traveller carried as part of his food supply on a journey across the desert some milk in a crude container fashioned from a sheep's stomach. By some happy chance the heat of the day and the rennet still remaining in the container caused the milk to separate into curds and whey. The whey satisfied the traveller's thirst and the curd his appetite — and so cheese was born.

VARIETY IS THE SPICE

Man has been making cheese since recorded history began, and probably longer. In different parts of the world, different kinds of milk and different methods of handling cheese have produced many distinctive types. As people of many races came to Canada, they brought the knowledge of and the taste for native cheeses with them. As a result, many kinds of cheese which originated in many lands are produced here today and a good many of them are also imported.

Of the more than 350 catalogued cheeses, Eaton's stocks over

115 varieties from 14 countries. Mr. Trick states that more and more people are interested in fancy cheese and make a habit of trying new kinds.

"There are people who are afraid to buy different cheeses," Mr. Trick said, "so I give them samples". He explained that sampling is an institution since crackerbarrel times.

"All cheese is good", he continued. "People should eat more cheese. The more they eat the more they learn to appreciate varieties."

SERVING ADVICE

When customers ask Charlie Trick to help them select cheese for parties, he first considers the proportions (approximately 3 to 4 ounces per person.) A selection of popular and unusual choices is then made and special biscuits suggested.

For buffets he would include semi-soft and harder cheeses like Cheddar, Danish, Swiss or Emmenthal. Softer varieties would be chosen for desserts — French Brie, Camembert, Roquefort, and Cheese in Grape Rinds.

CHEESE OF THE MONTH

Mr. Trick urges all staff with a sense of adventure to join the "Cheese of the Month Club", where two different kinds of cheese are sent out for a period of ten months. He says that many people give their friends a club membership for Christmas. Eaton's delivers this cheese anywhere in the world.

Charlie Trick offers customers over 40 years experience selling the "perfect food"

ON PREPARATIONS

IT AND INGENUITY PAVES
FOR HAPPY TIMES

Gifts Mean More When Hand Made

The old adage, "It's the thought that counts," means more than ever in times of plenty. Friends appreciate the time, thought and effort others give to their gifts.

Two Christmas ideas used by Hilda Sims, Cash Office, are explained here for anyone who wishes to be creative.

COSMETIC TISSUE HOLDER

This delicate, inexpensive gift can be made in one hour.

You will need two plastic tupperware doilies, one roll of bathroom tissue (with cardboard centre removed), one 25c spool of 5/8" ribbon and trim for the top.

Simply thread the ribbon over and under the scallops as shown in the picture. Use care in keeping the ribbon straight to avoid splitting.

Make a fluffy bow out of the remaining ribbon to place on top. Add flowers or ornaments for trim.

PERKY POODLE

Cover a large soda bottle with a poodle, Santa Claus or cartoon character. Patterns can be purchased which feature sewing with felt, knitting or crocheting.



Charlie Wilson pauses at his work table with candy selections ready to chew.

Candy Maker Brings Sweets to the Sweet

Charlie Wilson, COD Returns, hasn't forgotten the years when he was a skilled candy maker. Intricate glass-like candy ornaments, peanut brittle, pecan rolls and chocolates continue to cause excitement in the homes of his friends and relatives.

If you are lucky enough to view his creations before they are nibbled by a nephew, you'll find an array of sleighs, candy canes, bowls, candelabras, roses and butterscotch nut trees.

When asked to reveal his secrets for successful candy making, Mr. Wilson replied, "There are many tricks to getting good results, depending on what you're making - and you should always expect a few failures".

He explained that many people don't realize that fudges and creams should be cooled as soon as they are taken off the fire - then they are beaten or creamed. "If you work with hot mixtures, they turn back to sugar", he said.

Fresh creamery butter is the most important ingredient in candy. "Never use margarine, as it burns easily and lacks flavour".

The candy maker outlined the steps for making glass-like ornaments and mentioned that many people shy away from this mixture because it is extremely hot and must be shaped by hand.

Good recipe books explain to beginners how to handle the candy without getting burnt.

YE OLD CLEAR CANDY RECIPE

Equipment: Canvas covered table, oiled marble slab (or greased metal roast pan set in two inches of cool running water), heater and fan.

Cover and cook $\frac{1}{2}$ cup white syrup, 2 pounds white sugar $\frac{1}{4}$ cup water until steam stops. Remove cover and cook to 300 degrees. Pour mixture on marble slab.

Divide mixture in two. Color one piece green with food coloring and add spearmint flavouring. Color second piece red and add raspberry flavouring. Blend from outside in.

Direct heater on the mixture to keep it from hardening. Pinch a small piece off at a time and roll it into a petal. As each petal is added to the flower, place it in front of the fan to freeze the shape.

One batch will make approximately 6 roses.

MANAGEMENT CHANGES TERMED POSITIVE

EMBRACE BUY-SELL FUNCTIONS

"It pleased us that in this major reorganization of the merchandising function in the Division, we could achieve such a high percentage of positive moves," stated Gordon Elliott, Divisional Personnel Manager.

He explained that close to 90% of all management and supervisory staff emerged from the reorganization with equal or more responsibility and earning potential. There was no loss of jobs resulting from the reorganization.

Immediate adoption of the Divisional structure was warranted at this time because the new structure involving a split in the buying and selling functions, has given every indication that it will be effective. Under this system, merchandisers concentrate on their primary tasks of promotion, procurement and inventory control. Each sales unit centers attention on the customer and the sale of goods.

"We first saw the ultimate organiza-

tion evolving over the next 2 to 5 years," Mr. Elliott said, "but there was no reason to delay implementation in the other groups once we saw the advantages of specialization in Groups C and D."

"Now that we have gone through this major step, we can acknowledge that only a few more refinements will occur over the next few years," he added. "This is the structure we plan to go with. We can all settle down now and get on with the job."

Many hours of intense study were devoted to improving and streamlining the original structure. A more logical span of control now spreads the responsibility over more management at fewer levels. With a more realistic management line, the Company can continue to be competitive and grow, facing the more complex problems ahead.

Refinements of the structure instituted in Groups C and D include the marriage of the Group Merchandise Managers and

the Divisional Merchandise Managers, resulting in the elimination of a level of management.

The structure therefore lowers the number of top management positions but increases the responsibilities and numbers of supervisory jobs. For example, accountability for specialized merchandise areas is parcelled from Divisional Merchandisers to Commodity Merchandisers and their Commodity Analysts. Group Sales Managers delegate responsibilities to Sales Supervisors, who in turn, count on Senior Salespeople to handle particular duties.

Mr. Elliott reported that those who fared the best in the change-over were the assistant managers, signatures and department managers of smaller areas, who drew commodity merchandiser or sales supervisor positions.

The Eastern and Pacific divisions entered the new structure at the same time, allowing buyers to participate nationally in spring planning.

Merchandise Group Appointments

Group A Fashion Accessories

Divisional Merchandiser
N. R. BATTING

Commodity Merchandisers

R. M. Clarke 201-202-901
Miss C. I. Chisholm 209
T. R. Humphreys 509-909
T. G. Webster 210-910
C. M. Bailey 211
G. F. J. Whyte 217
Miss B. Vance 609

Group A Fashions

Divisional Merchandiser

N. R. BATTING (Acting)

Commodity Merchandisers

Mrs. M. Koerbel 241
Miss H. Giroux 541
Miss B. A. Billary 344
Miss M. Ripley 246-203
Mrs. E. McIvor 341
J. F. Gargett 238-338
W. McCormack 239-937
R. A. King 345-941
D. E. Kippen 545-941

Departments W204-242-343
248 buying responsibilities are under the jurisdiction of the Divisional Merchandiser, Group A — Fashions.

Group B Non-apparel

Divisional Merchandiser

J. A. FERGUSON

Commodity Merchandisers

L. G. Curtis 205-208-219
R. D. Dailey 236-436-933
J. C. Marshall 212-312-1012
A. Cranston 215
M. Donaldson 214
R. E. Herriot 222-224-926

Department W512 buying responsibilities are under the jurisdiction of Mr. Ferguson.

Group B Apparel

Divisional Merchandiser
E. B. WESTCOTT

Commodity Merchandisers

S. A. Scream 228-529
G. H. Garden 229-230-429
J. K. Barling 233-333
D. G. Wilson 232-932
T. Kenny 237
A. H. Johnston 928-929

Group C

Divisional Merchandiser
J. H. YELLAND

Commodity Merchandisers

B. T. Cowley 252
A. Weir 253-1753-753
L. W. Waddell 254-258
R. A. Mellis 261-264-1761
F. T. Smith 253-280
G. K. Eisener 258-277
J. C. Anderson 227
T. A. Carstens 274
W. A. Porter 261-263

Group D

Divisional Merchandiser
H. W. COOPER

Commodity Merchandisers

J. A. Price 267
W. Patterson 272 - 273 - 373 - 1772
C. S. Carswell 276-377
E. S. Dixon 270-570-970-271
J. T. Cooper 470
T. M. Milroy 456-556-756-257
R. F. Kehler 260-360-560
B. A. Maunders 256-259-1759

Group I Lower Priced Store

Group Sales Manager
J. LINDSAY

Sales Supervisors

C. Buffie 901-909
K. A. Whitney 910-932
P. A. Scot 928-929
M. E. Freeman 600-699
R. L. Christie 926-933
N. G. Phillips 937
H. R. Insch 941

Group II Main Floor Non-apparel

Group Sales Manager
J. PATERSON

Sales Supervisors

P. A. D. Young 212
G. E. Hudon 312
D. A. Miller 215
Not appointed 222
R. W. Henderson 208-219
H. D. Rutherford 214
J. A. Baxter 263
J. Sparks 227-280
D. C. Howat 970
A. C. Beavis 512

Group III Main Floor Apparel

Group Sales Manager
S. L. COLCLOUGH

Sales Supervisors

E. F. Matthews 201-202
R. L. Kitching 229
G. R. Glazier 230
P. Dyc 228-529
C. A. Colister 237
Mrs. B. Flegg 203
Miss P. M. Boyce 217
R. Monteith 429

Sales Group Appointments

Group IV Second Floor

Group Sales Manager
P. E. ODELL

Sales Supervisors

C. A. MacLean 345
K. M. Dagorne 345
A. Dorrian 236-436
A. E. Monk 421
W. L. Boston 224-333
W. G. Milne 233
J. A. Collett 509
T. J. Keough 238-338
P. Yaffe 221

Department W570 - Sewing Machines - will also be under Mr. Odell's jurisdiction.

Group V Third Floor

Group Sales Manager
C. K. MAJOR

Sales Supervisors

J. E. Babineau 256-259
N. R. Flood 257-258
R. L. Wallis 277
D. J. McDill 456-556-756
J. H. Groves 252
R. N. Merrell 253-274-753
L. G. May 254
W. Hutchinson 261

Group VI Fourth and Fifth Floors

Group Sales Manager
C. E. HARRISON

Sales Supervisors

Miss J. Solylo 209
Mrs. V. L. Schoyen 609
B. C. Scrivener 246
Not appointed 341-344
L. E. Johnston 248

Miss J. C. Duncan 241
Miss M. E. Evans 343
Mrs. M. Worboys 242

Miss A. Pages 204

G. H. McGregor 239

J. A. Mainella 210-211

R. J. MacLennan 232

C. G. Popham 612

Mrs. M. O'Brien 541

Department W223 - Beauty Salon - will also be under Mr. Harrison's jurisdiction, with Mrs. G. Pages in charge.

Group VII Sixth and Seventh Floors

Group Sales Manager
G. HAMMOND

Sales Supervisors

H. A. Way 272-273-373
M. O'Neil 267
F. O. L. Wicks 619-276
A. J. Lennox 260-360-560
J. Lammens 270-470-271
H. M. Kulik 377
Mrs. E. V. Loewen 264
H. D. Sutherland 205

Department W166A - Interior Design Studio - will also be under Mr. Hammond's jurisdiction.

The following areas coming directly under the supervision of the Store Manager remain unchanged:

Mrs. L. Vadéboncoeur - Fashion Co-ordinator
M. Morrow, Manager 379-580
281-284-1082-1083
L. Farmer, Manager 1100-1109
1112-1113-1116
R. Love, Manager 1104-579



In only two weeks' time, a 14 year old Winnipeg boy stole the above items. How many can you count?
(Look for answer in top right corner.)

Stealing "For the Kicks" Can Wreck Entire Life

Taken from *The News-Chronicle*, Port Arthur

Are a lot of Port Arthur youngsters stealing "just for kicks"?

Merchants in this city express themselves as deeply concerned by a new shoplifting trend that seems to have set in since school opened in September. The over-all volume of shoplifting has not increased but, judging by those who have been caught, the percentage of sub-teens and teenagers involved has risen ominously.

The young shoplifters seem to range in age from about 12 to 19. Both boys and girls are involved and they seem to have only one thing in common — their family circumstances are such that they are not stealing from necessity. Some merchants have been forced to the frightening conclusion that the stealing is being done "just for fun", to match the daring of friends and classmates. Something like the game of playing "chicken" on the highway.

The manager of one large Port Arthur store told The News-Chronicle that in recent days those apprehended have included the daughter of a well-to-do professional man, caught taking

two pairs of gloves, and a youth from a family of fine repute — incidentally, he has ambitions to become a lawyer — who lifted three pairs of socks. He could have paid for the socks thrice over with the money in his pocket.

The girl was taken to her parents who promised remedial action. Later the mother phoned the store manager to say her daughter had given her the names of several others in her class who had proudly talked about their shoplifting success and displayed their loot. The girl had determined to emulate the others and had got caught.

The merchants are not happy, naturally, at the significant loss of merchandise that occurs through shoplifting. But in the present circumstances they are more concerned about the apparent development of a trend that could have disastrous results for the young people themselves. It is bad for those who get caught: it could be worse for those who aren't, for success in the early stages of law-breaking has often led to more grandiose and ill-fated operations, or a different form of flouting the law and the normal standards of decency and morality. Many a life of crime has started with a successful petty theft.



Curling opens officially as Gordon Elliott throws rock to Norm Franklin. Standing in back from left to right: Al Lennox, Joe Donaghy, Ralph Walker, Len Swallow, Stan Belyk, Stan Mathias.



An "eight-ender" was scored on the 6th end October 30 in the General Office mixed curling league by George Boyd, skip, Elsie Craig, third, Jim Kellar, second and Gail Thompson, lead. Their opponents were Jack Wood, skip, Sybil Hannesson, third, Ann Compain, second and Lil Shadbolt, lead. From left to right: Jim Kellar, Sybil Hannesson, George Boyd, Elsie Craig and Gail Thompson.



SPORTS NEWS

by Bert Armstrong

VON PLATEN WINS RALLY

Uprooted highway signs along the route didn't hinder the team of Ken Von Platen, Wage Administration Manager and Dennis Chilton, Sales Engineer with the Trane Company, as it won the annual Winnipeg Sports' Car Club President's Rally Sunday.

The pair, driver Von Platen and navigator, Chilton, piloted a Porsche over the 200 mile course with a total of 68 penalty points, easily outdistancing the nearest competitor.

Seven championship events are run in a year with the best five placings counting towards the Manitoba Rally Championship. Ken's team has won three firsts, a third and a fourth to date and they plan to capture the next two on November 14 and 28.

When asked to explain the game, Ken said, "Rallying provides participants with a most exciting form of automobile sport on a shoestring budget. Any type of car and equipment is appropriate".

He continued, "A rally is an event for automobiles in which you follow a pre-determined route at a specific average speed. The route is described on an instruction sheet".

Common terms for a rallyist include: odometer check, error correction factor, check points. Instructions might appear as follows:

TR in 2.62 miles
Keep right at Y

S.O at stop
TL at 2nd X roads

Ken has been rallying since 1960 and is presently sponsored by the largest Volkswagen dealer in Western Canada. He drives a VW 1200, 1300 or 1500 in the events.

He has won approximately 10 rallies in the past including national, regional and local types. The annual CJOB Volkswagen rally which attracted 300 participants in the early spring was organized by Ken.

In addition to wishing Ken good luck for the grand championship, we salute other men in the organization who will also be making their mark — Carl Buffie, Tom Dooley, Mike Cunningham and Wes Burgess.

NOVELTY CURLING FOR WOMEN

All members of the Sunday and Wednesday Women's Curling Club are urged to attend the Social and Novelty curling event Sunday, December 12 at 1 p.m. This will be an excellent opportunity to "get to know your curlers".

A lively Thursday Night Crew shows how to spoil a Button Draw. Left to right: Bill Evans, Bert Farrant, Joel Rochon, Ken Von Platen, Jim McKinley, Mike Cunningham, Keith Perry, Gordon Elliott.

The "Morris Maulers" are strong contenders for the men's Thursday group. Left to right: Glen Morris, Harvey McCalmon, Stan Carr and J. Payment, kneeling.



Sales Manager Clarifies Price Policies

For the benefit of staff, Central Divisional Sales Manager J. R. Mitchell recently issued a clarification of Eaton's policy that "Eaton's will not knowingly be undersold".

If a customer says she can get a better price elsewhere on a nationally-advertised item and the price difference is small, Mr. Mitchell said, the salesperson should accept the statement courteously and with interest, and should sell the item at the reported price.

She should advise management immediately, and check the competitive price before reducing stock, he said.

If there is a substantial price difference, if the item's label is not well-known, or if there is other reason to question the reported difference, the salesperson should check the information with management immediately, he said.

If the goods are to be delivered, she should promise to check the price and adjust it before delivery, if that is convenient to the customer.

If the customer wishes immediate possession and insists on the adjustment being made on her information, the salesperson should advise management, he said.

She should assure the customer Eaton's is anxious to hear of lower prices in competitive stores, and is grateful for the information.

The store's prices will be immediately reduced if it can be confirmed that the item is identical.

If such confirmation is not immediately available, the customer should be promised a refund when the facts can be substantiated, either through a credit on her account or a cash refund, if she is paying cash.

Mr. Mitchell reminded staff that in the latter case, they must be sure to get the customer's name and address.

He asked staff to remember to "treat every situation with true Eaton courtesy and consideration".



Left to Right: Betty Braund, Florence Jeffrey, Margaret Gawryluk, Audrey Matchett, Gloria Swan, Helen Andrews, Beverley Irwin, Lynn Rudishyn, Helen Martin.



Left to Right: Tena Schmidt, Ella McCosham, Edna Cowles, Mary Crayston, Marilyn Everett, Mary McDonald, Carol Potter, Dorothy Pauls, Mary Schwartz.

Service Building Ladies Get Acquainted

Recent organizational changes have caused many women to move from the downtown store to the service building. The "old-timers" welcomed them at a get-acquainted supper, October 20.

Lynn Rudishyn was pleasantly surprised when they took that opportunity to wish her happiness in her forthcoming marriage.

The Rink of Skips: Left to Right: Mel. Jenkins, Harry Debenham, Wally Reid. Kneeling: Stan Belyk, Brian Laxdal, Jim Flather, Jake Klassen, Jim Thompson.



Attractions Ticket Office Staff, S. M. Frankel, Carol Karpoff and Marge Thompson sell culture to Winnipeg.

NEW TICKET OFFICE MAKES CULTURE EASY

Let blizzards cloud Portage Avenue and winds whip around the corners. Eaton employees will no longer battle the weather to buy concert tickets — an attractions ticket office is now under our roof. "Staff and other customers can telephone for tickets and charge them to their accounts," Manager S. M. Frankel explained. "We will send the tickets out by mail." Such convenient service is new to Winnipeg. He added that employees will be offered a discount on tickets for particular shows whenever a bulk purchase can be arranged.

Mr. Frankel stated that the ticket office, located on the 8th floor, provides a central location for purchasing tickets and the added outlet will increase support for cultural events in the city.

SPACE LEASED

Staff and management of the Attrac-

tions Ticket Office are completely independent of Eaton's. The floor space is rented. "We follow all store rules and are careful to match our posters, advertisements and service to the same high calibre image set by Eaton's," Mr. Frankel said.

He anticipates that the new office will attract more customers to the 8th floor. "After buying tickets, customers will filter down seven floors and see appealing merchandise." He attributes the ticket office success to Eaton's good name and expects to service a large portion of future ticket traffic.

In addition to handling tickets for all major cultural events, Mr. Frankel said the Company he is associated with will continue to bring artists to the city and manage their shows. This year they will sponsor a cross Canada tour of the Metropolitan Opera National Company.

Service Pleases American Visitors In Port Arthur

You can be mighty proud of your store!

I am writing on behalf of my wife and myself who visited your store while on vacation last August. We both want you to know of the excellent service your people gave us. The personal shopper, Mrs. Taylor, and the clerk, Mrs. Baird, both gave us such personal and cooperative service that we shall never forget.

At the time we purchased a woman's suit for my wife and did not have the cash to cover the cost of the suit at the time. The above mentioned women found that we could put the suit on lay-by and send a check for the garment at a later time. These courteous ladies took the time to check on every detail for us.

I am sending Mrs. Taylor, under separate cover, a check to cover the remaining balance due on the suit understanding that she will forward the suit to us.

You should be very proud of your people and yourself. Your store gives excellent service and you sell fine merchandise. We will not only tell our friends of your store but will be sure to save many of our major clothing purchases until we take our next vacation in Canada.

Downtown Donations Tripled

Under the direction of A. B. Finnigan, Winnipeg Operations Manager and United Way Downtown Small Business Zone Chairman, ten Eaton men helped to triple donations over last year.

Over 400 small businesses of five people and under on Portage Avenue and Polo Park Shopping Area were successfully canvassed by representatives from other firms and Eatonians: P. Nygard, B. Pickering, B. Gair, B. Cox, G. Glazier, E. Matthews, G. Gould, J. Waldie, L. May, and D. Brault.

Best Wishes On Your Retirement

A. Nowicki, 1060M, 6 years.
Harold James, 1015, 32 years.

Quarter Century Club Members

Thomas Albert Carstens, 274, Dec. 2.
Stan Jopling, 360, Dec. 2.
James A. Morrison, 37M, Dec. 5.
Miss Janet Lilian Hardaker, 161, Dec. 6.
Mrs. Anne Stefanko, 1100D, Dec. 9.
Alfred W. Cross, Moose Jaw 237, Dec. 12.
Henry Kindred, Moose Jaw 151, Dec. 12.
James Aikman, 60R, Dec. 16.
Miss Elsie Grace Cameron, 224, Dec. 16

Salute to 40 Years Service

Alfred W. Oliver, Catalogue Shipping Div., Dec. 3.
Ambrose John Day, Order Office Management - Office Supervisor, Dec. 7.
Miss Elsie Watson, Catalogue Copying & Recording, Dec. 8.
Albert Walker, Caretaking & Receiving, Dec. 8, 40 years.



Customer Service Awards for "extra effort" are presented to Port Arthur women by Nap Ruzesky, Personnel Supervisor. Happy recipients from left to right: Joan Taylor, Personal Shopper, Stella Bailey, Shoes, and Vicki Baird, Ladies' Coats. Coralie Light was also honored for outstanding service in the Fort William Shoes Section.